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Address

Egyptian Public Relations Association

Arab Republic of Egypt
Giza - Dokki

Ben Elsarayat - 2 Ahmed Zayat Street

Mobile: +201141514157

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www.epra.org.eg

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Egyptian Public Relations Association, Gizza, Egypt
Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: chairman@epra.org.eg - jpr@epra.org.eg

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Study the relationship between TV exposure and factors of TV addiction among university students and high school in Algiers

Dr. Aziz Labane

Senior Lecturer - Department of Communication
Faculty of Information and Communication Sciences
Algiers 3 University

Abstract

After the decline of the fever of modern communication technologies, and his predictions on the almost all traditional media that shaped the twentieth century. It records the resurgence of research on TV. This study highlights the complex relationship between the viewer who is exposed continuously and permanently on TV, which later become his first source of information to construct social sense. The study highlights the process of TV addiction, and tries to distinguish it from the ordinary act of watching TV, identifying the elements that cause addiction. We use the scale of TV addiction already used by Cary Horvath. It includes four factors: - View problem – Heavy viewing – Craving – Withdrawal. The result of the study we found that: the selection in the choice of programs to watch is that an illusion. Contrary to popular belief, the cultural and social context does not promote the differences in the levels of reading programs watched. The study was conducted on a sample of adolescents in secondary schools and universities of Algiers.

Key words: Television Addiction - Cultivation analysis – Heavy Viewing- Selective Exposure – Social and cultural context.

